


Partner with the Iowa Tourism Office:
Maximize Your Trail Brand!
Enhance Your Marketing!
Build Support!

The Iowa Tourism Office is Part of the
Iowa Economic Development Authority



- **What goes on** at the Iowa Tourism Office and why should I care?
- **Research & Market Insights:** How the Iowa Tourism Office uses them, how they align with your goals and why you should use them.
- **How to collaborate with the Iowa Tourism Office** to market trails, increase support for trails, expand cycling tourism and build new sustaining partnerships.
- **Branding and marketing resources, strategies and tools.**
- **Examples** of bike-friendly communities partnering with the Iowa Tourism Office to promote their trails, cycling events and attractions.



What Goes on at
the Iowa Tourism
Office and Why
Should I Care?

Iowa Tourism Office

*Part of the Iowa Economic
Development Authority*

We **elevate** Iowa's unique visitor experiences and hidden gems to **inspire** travel and create lasting memories. We **support** local communities and destinations to strengthen the state's economy.

Destination Vision

**We invite curious explorers to discover Iowa as
an extraordinary adventure**

Tourism

Economics

- **\$9.4 Billion** in impact in Iowa (2021).*
- Sustained **65,000 jobs** statewide (2021).*
- Each Iowa household would pay **\$786/year** in taxes to replace the dollars generated by tourism.*

Tourism

Economics

Tourists are Great Tax Payers!

Lower Property Tax Levy Rates:

Local option sales spent on roads, bridges, fire protection, planning and zoning, sanitation etc. reduces the amount of taxes Iowa property owners have to pay for those things.

Example: Rural Levy Rate of \$1.95 vs \$3.25 per 1,000

Tourism Economics

Quality of Life & Livability!

- **Community Support:** Local option sales and hotel motel tax are spent on community amenities, including trails!
- **Business Viability:** Income, profit and long-term viability.
- **“Halo Effect”:** Tourism creates a major positive lift on a destination’s image**

Source: ** Longwoods International
Study of Tourism Campaigns in 9 States 2016

“We have a population problem in Iowa – more jobs than unemployed people to fill them. So, we have to grow our population.”



Debi Durham, Director
Iowa Economic Development Authority & Iowa Finance Authority

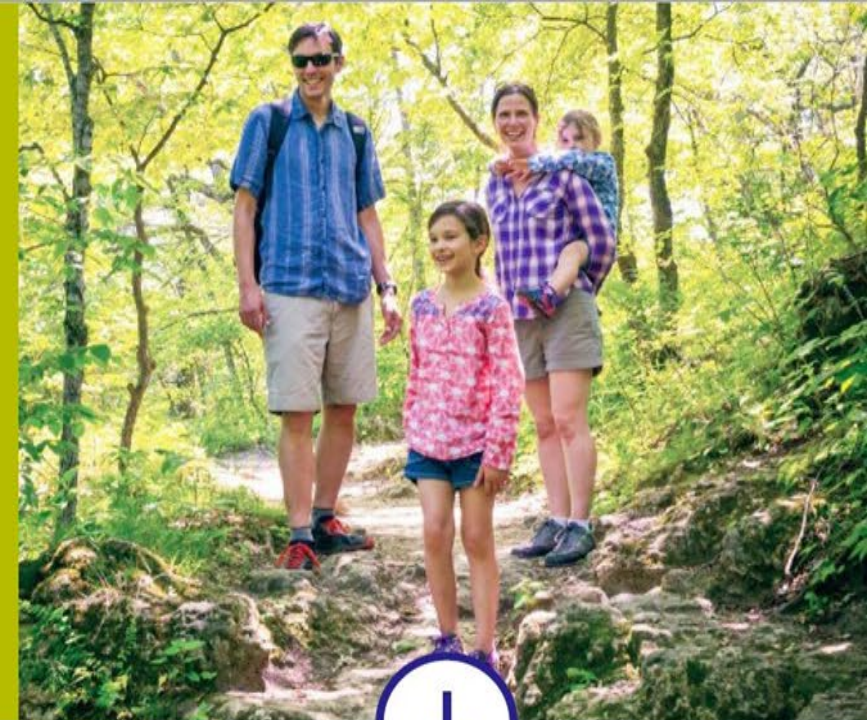
Travel Is the First Step in Thinking About Moving to a New City

64%

of U.S. adults seriously considered moving to a new place as a result of visiting.

“

If we can get them to our location, we have a much better sell. They have to see the place to be convinced.”



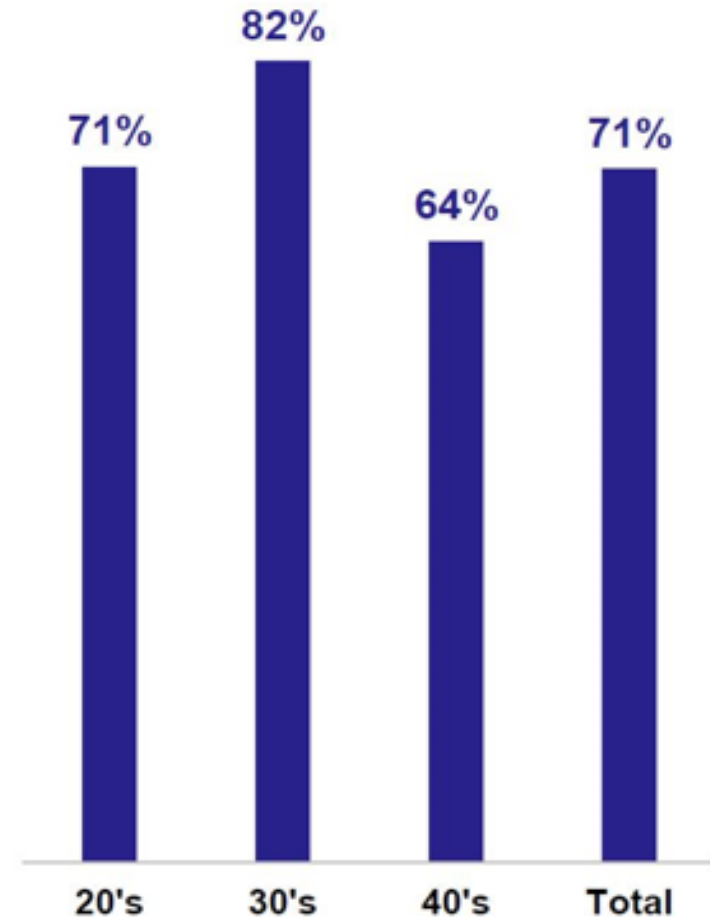
Iowa's Tourism Target Market

Most Likely to Relocate

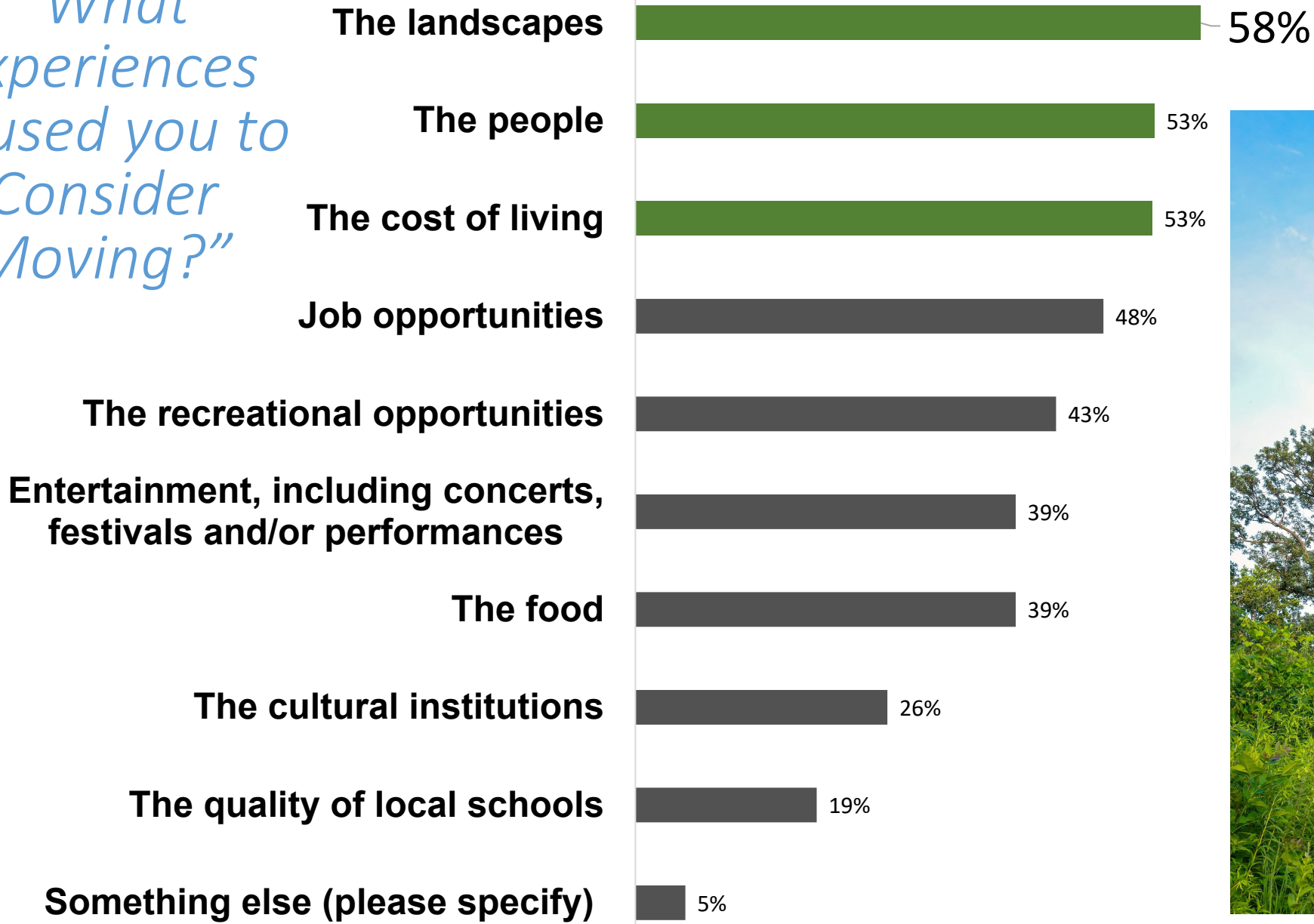
- Adults 22-40
 - ✓ Young adults want to experience new things
 - ✓ Young families are looking for a place to travel

Source: * Fleishmann-Hillard True Global Intelligence propriety research. May 2021

Likelihood to consider moving for the right opportunity
Scale of 0 (not likely at all) to 10 (very likely)



“What Experiences Caused you to Consider Moving?”



Survey of U.S. Travelers

Which one of these facts “Makes Iowa More Desirable?”

**There are 72 State Parks and
Thousands of County Parks** • 66%

Iowa is ranked #1 in the Country for High
School Graduation Rate • 62%

Iowa has the #1 rated workforce by Chief
Executive Magazine • 61%

Iowa is #5 best state for raising kids • 60%

**Iowa has more than 2,200 miles of
trails** • 60%

Iowa has 18,000 miles of waterways
for canoeing and kayaking • 58%

Where - Travelers Get Information

Research 72%

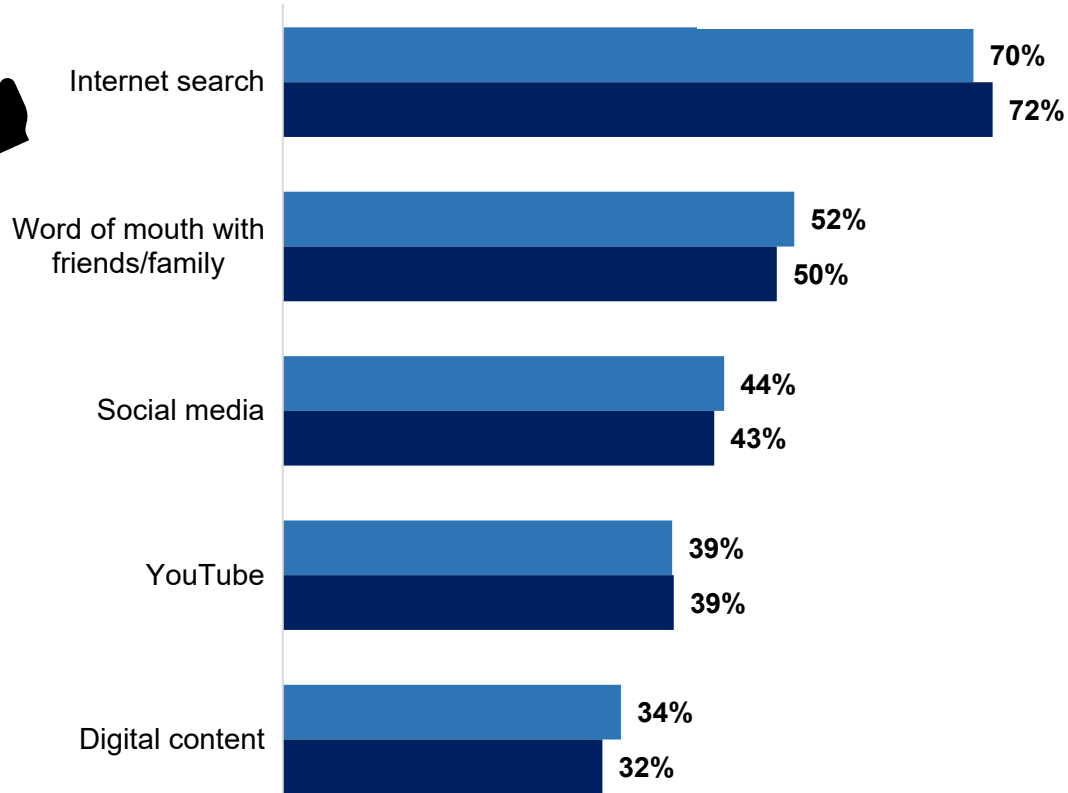
Personal Networks 70%

Social Media

Possible

▀ Destinations

▀ Activities













Methods of Learning About...














Travelers most frequently use YouTube, Facebook, and Instagram to view travel-related content.












Parents vs Childfree Travelers

| |  Parents |  Childfree |
|---|--|--|
| Top Social Media Channels for Travel Content: |  57%  41%  37% |  52%  43%  33% |
| Engagement with Ads/ Sponsored Content |  <p>Engage with ads 68% View ads: 42% Learn about travel from ads: 30%</p> | <p>Engage with ads 57% View ads: 33% Learn about travel from ads: 24%</p> |
| Content Engagement | <ol style="list-style-type: none"> Travel Food/drink/restaurants Cooking/baking Entertainment Social media Children/parenting | <ol style="list-style-type: none"> Travel Food/drink/restaurants Music Entertainment Games |
| Top 3 Travel Priorities | <ol style="list-style-type: none"> Affordability – 51% Child and family-friendly – 51% Activities/Attractions – 34% | <ol style="list-style-type: none"> Affordability – 54% Activities/Attractions – 39% Food/Restaurants – 34% |
| How and vacation considerations |  <p>Consider vacationing in Iowa – 48% See discounts/deals as a draw – 47% Be interested in visiting a water park – 68%</p> | <p>Consider vacationing in Iowa – 39% See discounts/deals as a draw – 36% Be interested in visiting a water park – 47%</p> |


Border State vs Stretch Market Travelers

| | Border States | Stretch Markets |
|---|---|---|
| Top Social Media Channels for Travel Content: |  44%  44%  40% |  58%  44%  42% |
| Information seeking about travel destinations |  <p>Rely on word-of-mouth from friends and family for ideas about destinations and activities Destinations: 57% Activities: 53%</p> |  <p>Rely on social media for ideas about destinations and activities Destinations: 49% Activities: 46%</p> |
| Social Media and Content | <p>Follow family travel (20%) and food travel (26%) influencers Consider themselves foodies (64%)</p> |  <p>Follow family travel (27%) and food travel (33%) influencers Consider themselves foodies (71%)</p> |
| Travel Motivators | <p>Food/Restaurants – 61% Exciting Experiences – 64% The Vibe/Culture – 65%</p> |  <p>Food/Restaurants – 74% Exciting Experiences – 72% The Vibe/Culture – 71%</p> |
| Iowa Knowledge and Consideration |  <p>Have at least some knowledge of Iowa – 40% Have visited once or more – 47% Have positive perceptions – 41% Perceive Iowa as a convenient travel destination – 37%</p> <p> Consider Iowa as a vacation destination – 44%</p> | <p>Have at least some knowledge of Iowa – 16% Have visited once or more – 19% Have positive perceptions – 34% Perceive Iowa as a convenient travel destination – 15%</p> <p> Consider Iowa as a vacation destination – 45%</p> |

Gen Z (early and mid 20s) vs Millennials (late 20s and 30s)

| | Gen Z | Millennials |
|---|--|--|
| Top Social Media Channels for Travel Content: |  50%  48%  43% <i>More likely to follow a variety of hashtags and influencers</i> |  52%  46%  37% <i>More likely to follow family travel influencers</i> |
| Personality |  <ul style="list-style-type: none"> Maximize trip activities – 73% Prefer detailed travel itineraries – 57% Prefer support planning trips – 42% Want lifestyle to impress others – 46% | <ul style="list-style-type: none"> Maximize trip activities – 66% Prefer detailed travel itineraries – 47% Prefer support planning trips – 35% Want lifestyle to impress others – 33% |
| Travel Barriers |  <ul style="list-style-type: none"> Endorse barriers related to: Cost (80%), coordinating schedules for multiple travelers (53%), and difficulty planning trips (35%) | <ul style="list-style-type: none"> Endorse barriers related to: Cost (73%), coordinating schedules for multiple travelers (38%), and difficulty planning trips (28%) |
| Vacation Priorities and Top 3 Travel Motivators | 49% Prioritize child-/family-friendly vacations <ul style="list-style-type: none"> 1. Affordability – 83% 2. Excitement – 74% 3. (Tie) Interesting activities & vibe/culture – 69% | 62% Prioritize child-/family-friendly vacations <ul style="list-style-type: none"> 1. Affordability – 80% 2. Climate/geography – 70% 3. The vibe/culture – 67% |
| Iowa Knowledge and Consideration | <ul style="list-style-type: none"> Have positive perceptions – 28% Perceive Iowa as affordable (35%) and as welcoming/inclusive to travelers (22%) Would consider Iowa as a vacation destination (37%) View Iowa as exciting – 11% |  <ul style="list-style-type: none"> Have positive perceptions – 40% Perceive Iowa as affordable (43%) and as welcoming/inclusive to travelers (29%) Would consider Iowa as a vacation destination (46%) View Iowa as exciting – 13% |

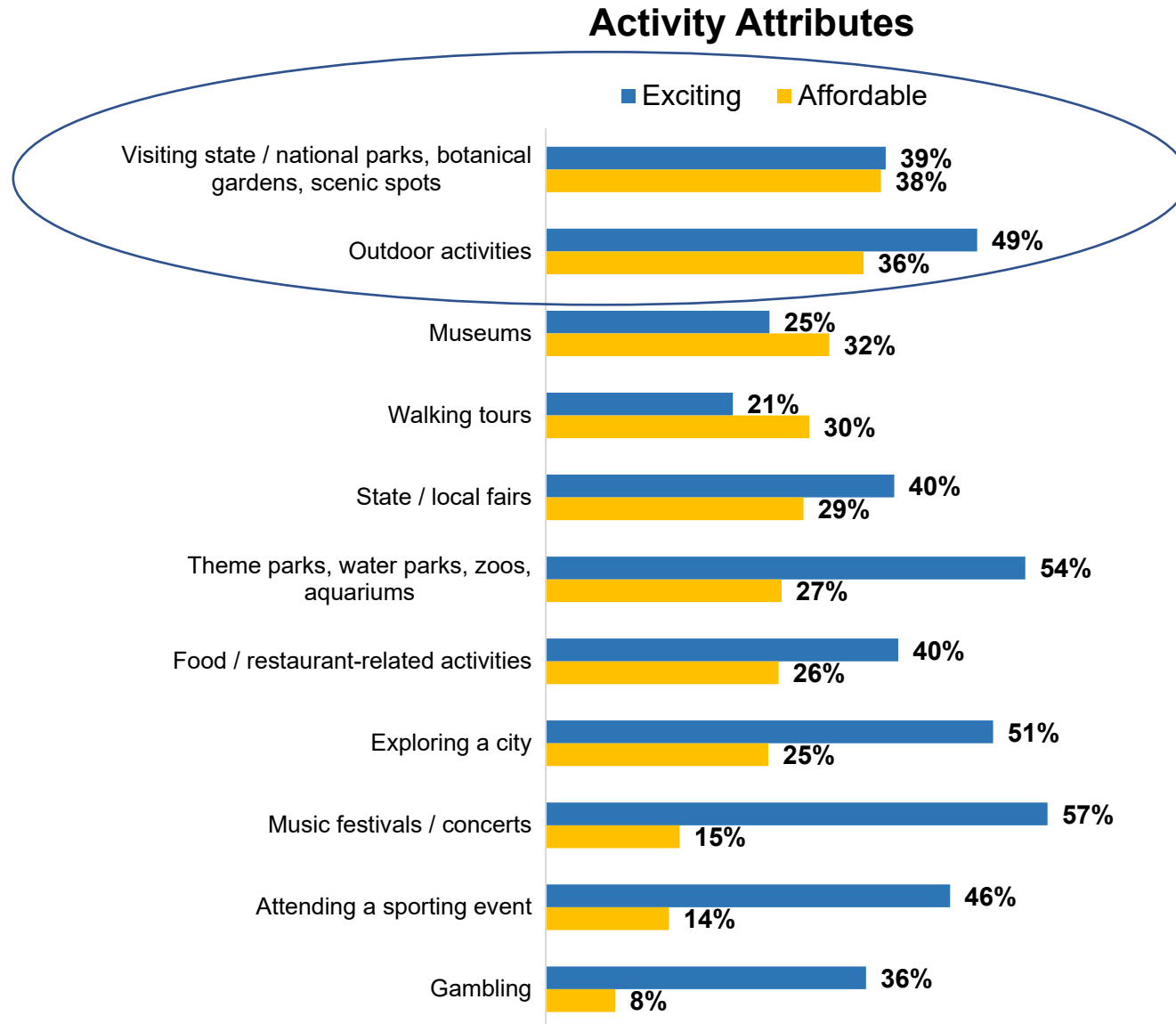
Traveler Priorities When Planning a Trip

- 1) Affordability** is the *most*  important factor “*when determining a specific destination*” (80%)
- 2) Cost** is the most commonly cited barrier to travel (74%)
- 3) Excitement** is critical on a trip / vacation to more than half of travelers (51%)

TOP 5 PRIORITIES *While on a trip / vacation*

- #1** Affordability (50%)
- #2** Activities / attractions (35%)
- #3** Food / restaurants (32%)
- #4** Climate / weather (31%)
- #5** Excitement / adventure (31%)

Affordability + Excitement = The Sweet Spot

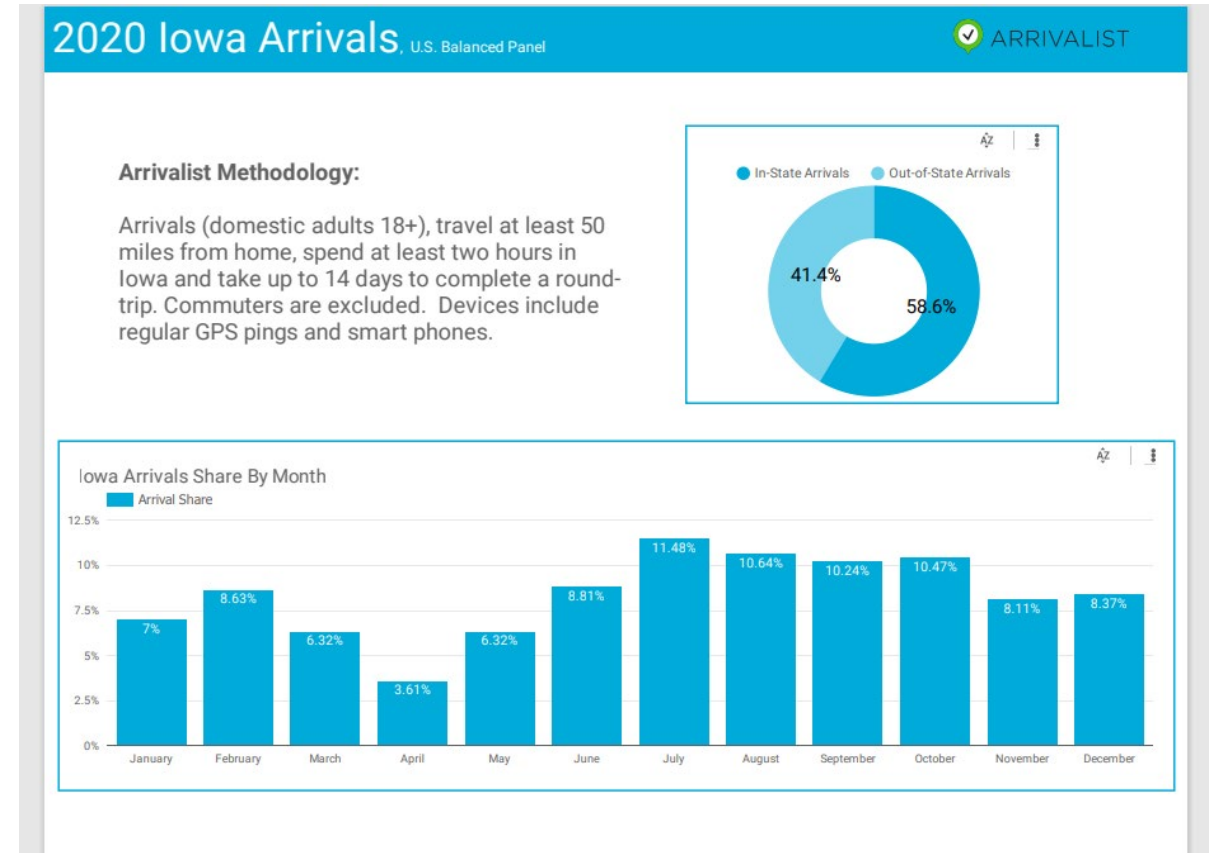


Iowa Tourism Office *Smart Tourism*

- Who are our potential tourists and where are they from?
- Where do they find information?
- What are their priorities?
- What activities do they find exciting?
- What kind of content do they respond to?
- What messages would prompt them to consider Iowa as a vacation destination?
- What do travelers think of Iowa?

City, County, State Data - Arrivalist

- Detailed estimates of *city*, county and statewide visitation
- Data is gathered from *cell-phone* geolocation
- Estimates “Visitation Factors”
 - ✓ Timing – Days, Month, Year
 - ✓ Destination
 - ✓ *Origination* - Distance Traveled
 - ✓ Length of Stay
- “*Searchable*”



Total Est. US Adult Trips:

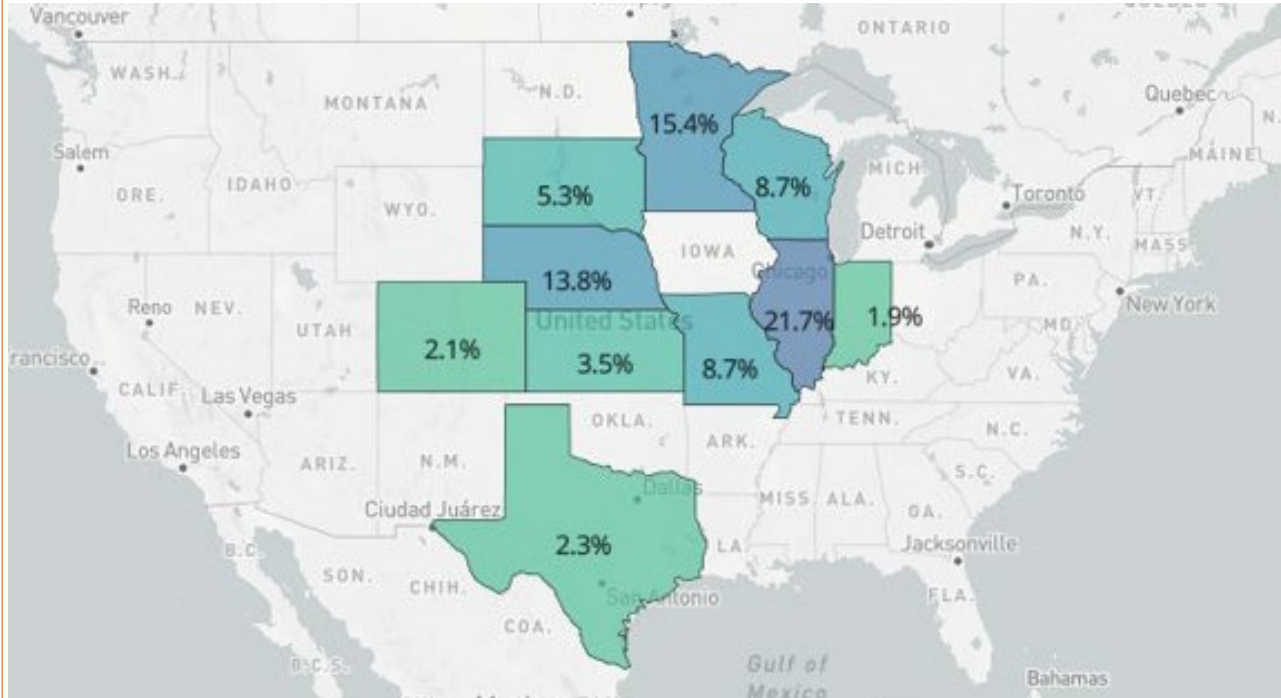
40,545,146

Average Nights:

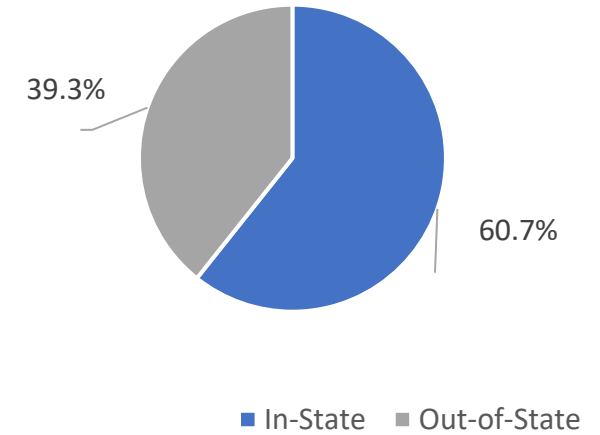
0.7

Average Distance Traveled:

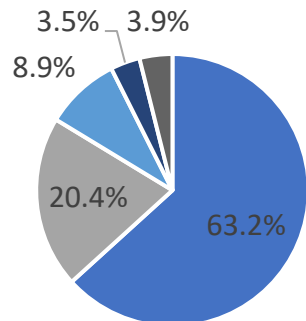
172.7 Miles



In-State vs Out-of-State

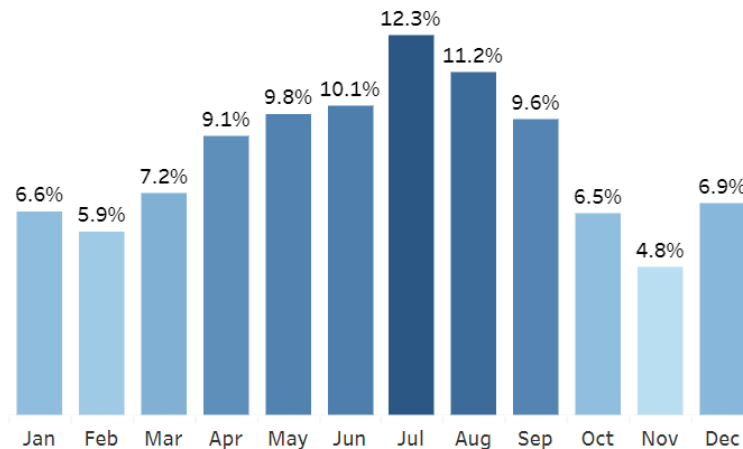


Trips by Length of Stay

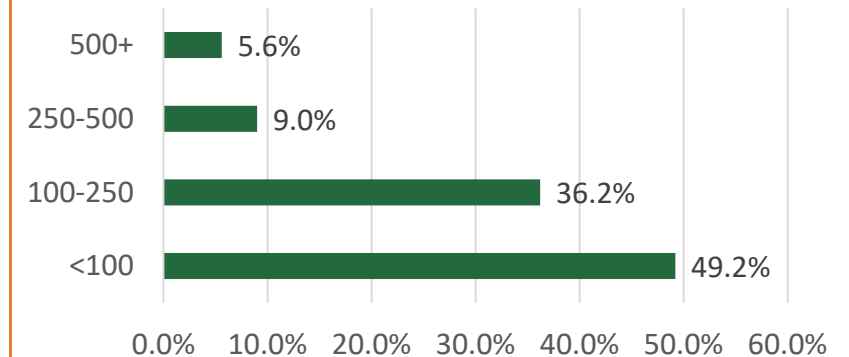


■ Day Trip ■ 1-Night ■ 2-Nights ■ 3-Nights ■ 4+ Nights

Trips by Month




Average Miles Per Trip



■ Miles

Source: 2021/2022
Arrivalist Visitation Data



How does the
Iowa Tourism
Office use
research and
market insights?

Iowa Tourism Marketing Targets....

- Most likely to relocate
- Markets where people are most likely to travel to Iowa
- Appropriate message
- Appropriate platforms
- Prioritizes expansion of overnight visits
- Pre and post surveys to understand methods and measure success
- *Multifaceted* – commercials, social media, Soul of Iowa, influencers, website, billboards, newsletters, travel guide and innovative marketing tools

Photography & Advertising

- Photography that focuses on outdoor recreation
- Billboards, digital ads, print ads and more



Native 2 copy – Option 1

Let Iowa surprise you

CAPTION:

(Un)forgettable adventure is a quick trip away.

SPONSORED:

Travel Iowa

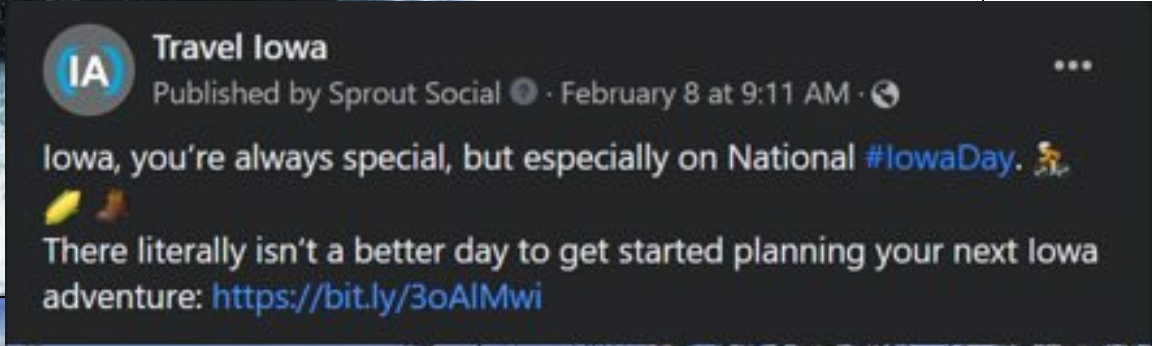
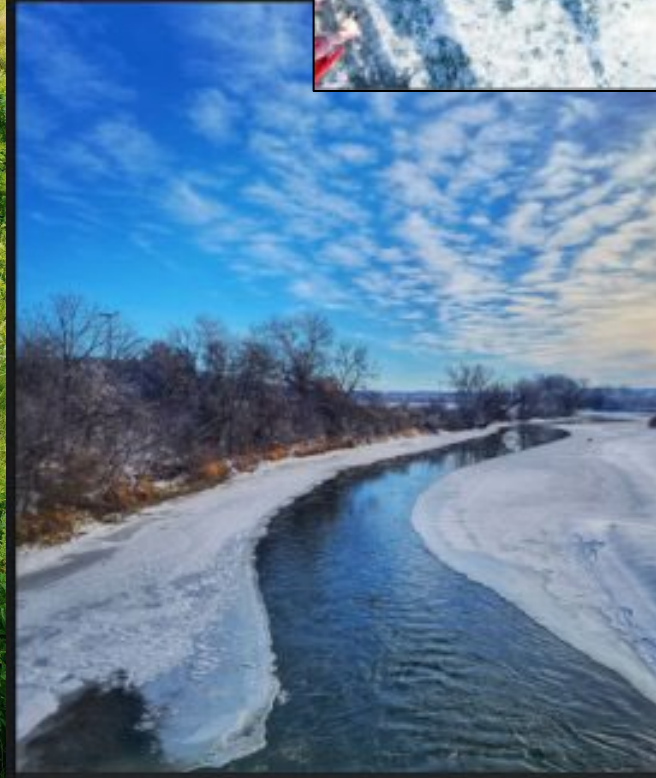
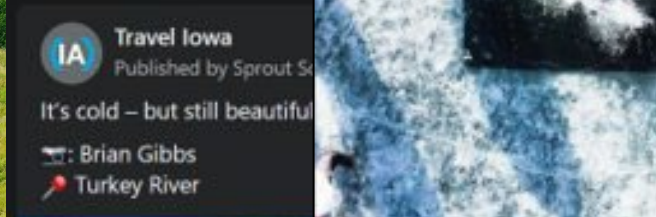
Find the
(un)expected here
traveliowa.com

travel
IOWA



Mines of Spain Recreation Area, Dubuque

Social Media





Life awaits

(here)

IOWA
thisisiowa.com



Where (extra) ordinary happens

travel
IOWA
Whiterock Conservancy



Nothing (but fun) in Iowa

travel
IOWA
National Mississippi River Museum & Aquarium

travel IOWA®

SPRING/SUMMER 2023

What's New in 2023:

Museums, thrill-seeking rides and a celebration of Iowa food.

Plus:

RAGBRAI TURNS 50
EXPLORE THE LOESS HILLS
A HOLÉ LOT OF FUN

Rail Explorers, Boone

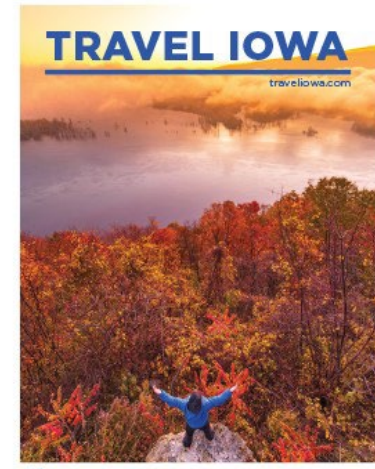
VISIT [TRAVELIOWA.COM](https://www.traveliowa.com)

Iowa Travel Guides



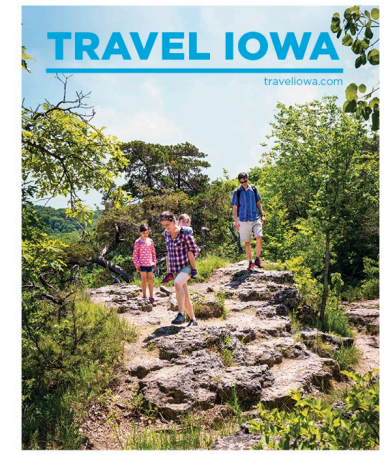
brand IOWA

YEAR OF THE ROAD TRIP | FALL COLOR TRIPS AND TIPS | STOKED ON SNOW



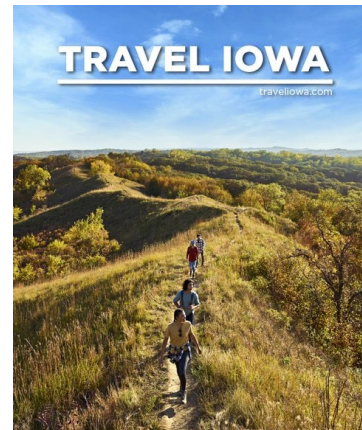
brand IOWA

FALL COLOR ITINERARIES | ROADSIDE ATTRACTIONS | WINTER GAMES TURN 40



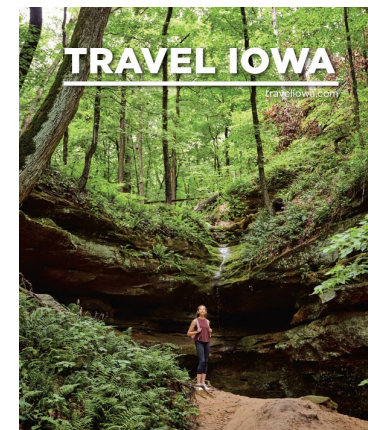
brand IOWA

STATE PARKS CENTENNIAL | MINOR LEAGUE, MAJOR FUN | FARM-TO-TABLE DINING



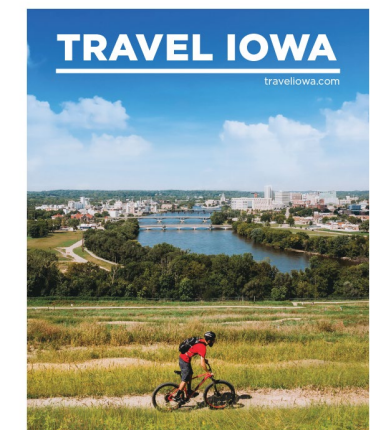
brand IOWA

99 HIDDEN GEMS | A TO Z MUSEUMS | IOWA'S FOODIE SCENE



brand IOWA

ANNUAL ADVENTURES | NEW IN 2022 | ROLLING ON THE RIVER

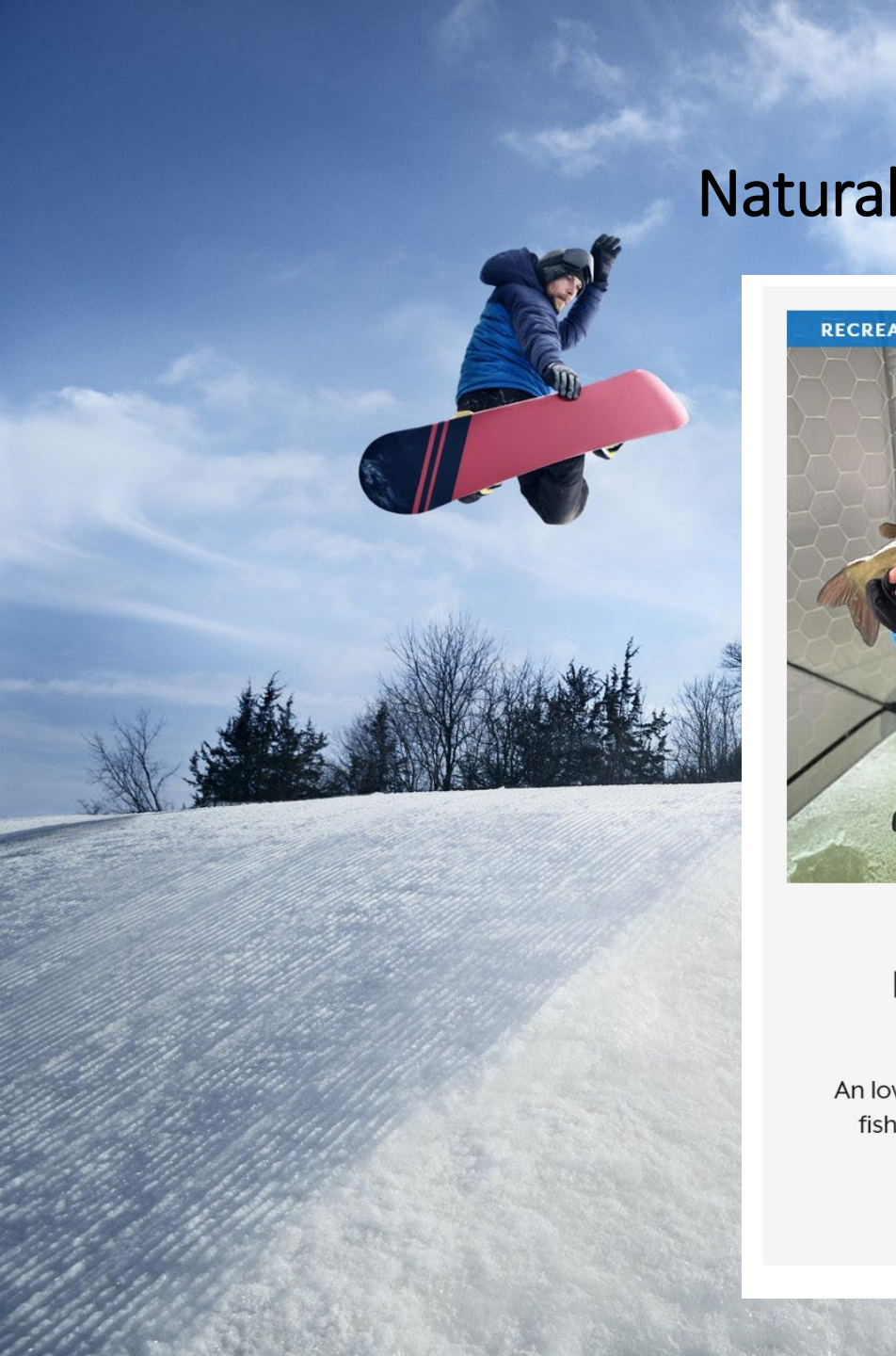


brand IOWA

USA'S LARGEST SKATE PARK | HIGH TRETTLE TRAIL TURNS 10 | ULTIMATE ICE CREAM LIST

This is Iowa

Natural Beauty and Outdoor Recreation is a story focus



Beneath the Ice

An Iowa angler embarks on an ice fishing journey through all 99 counties.

[READ](#)



Explore Fall in Iowa Through New Travel Areas

Visit Iowa and you'll discover a state full of fantastic flavors, breathtaking scenery, thrilling destinations and

[READ](#)



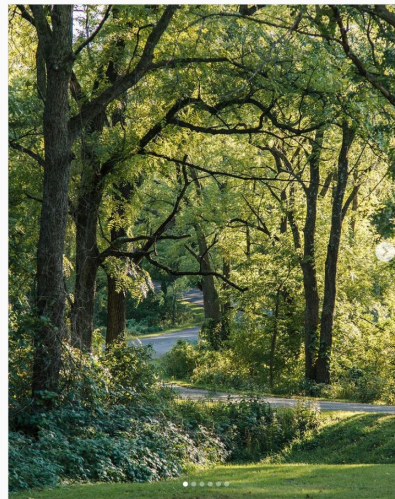
83 Ways to Explore the Outdoors in Iowa

For Sally Ortgies parks are both a passion and profession. She and her husband visited all of Iowa's 83 state

[READ](#)



Influencers



missnortherner • Follow
Paid partnership with [traveliowa](#) Iowa

missnortherner Over Labor Day weekend, we stayed in the charming town of Clear Lake, Iowa and explored two different state parks in partnership with [@traveliowa](#). #Ad This area really surprised me - in a great way! [@clearlakeiowa](#) had such a coastal-feel to it, the state parks were super lush and wooded, and our cottage was absolutely delightful! To read my blog post about our visit, tap the link in my stories! #ThisIsIowa

22w

[schier200](#) very cool shot

[View Insights](#)

Liked by [ridergary](#) and others

SEPTEMBER 28, 2021

Add a comment... Post



thewisconsinista • Follow
Paid partnership with [traveliowa](#) Decorah, Iowa

thewisconsinista #ad #21andover DECORAH TRAVEL GUIDE - expect the unexpected! 🌟

Less than an hour's drive beyond Wisconsin's western border lies the small city of Decorah, Iowa - a top destination for outdoor adventure 🏞️, great food 🍴 and so much more!

Decorah makes for the perfect weekend road trip 🚗 and with summer coming up, now is the perfect time to plan one!

Here are my top Decorah recommendations 📌

[View Insights](#)

Liked by [itsblackintyle](#) and others

APRIL 28

Add a comment... Post



lindseyranzau • Follow
Paid partnership with [traveliowa](#) Madison County

lindseyranzau What a time in Madison County Iowa! The little town of Winterset welcomed us with open arms and is such a gem of a town!

All the stops pictured here are located along the Covered Bridges Scenic Byway in Madison County, which is one of 13 scenic byways in the state! If you're looking for a unique weekend getaway this summer, you have to check one of them out.

While you're planning your trip, make sure to use [@traveliowa's](#) Scenic Byway

[View Insights](#)

Liked by [iowasphotographer](#) and 370 others

JUNE 10, 2021

Add a comment... Post

Influencers Inspire Consumer Trust

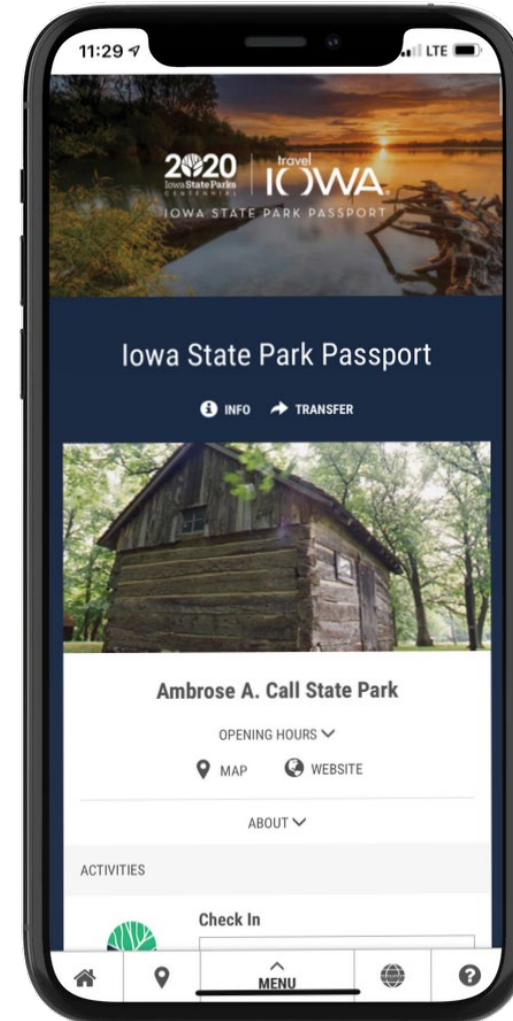
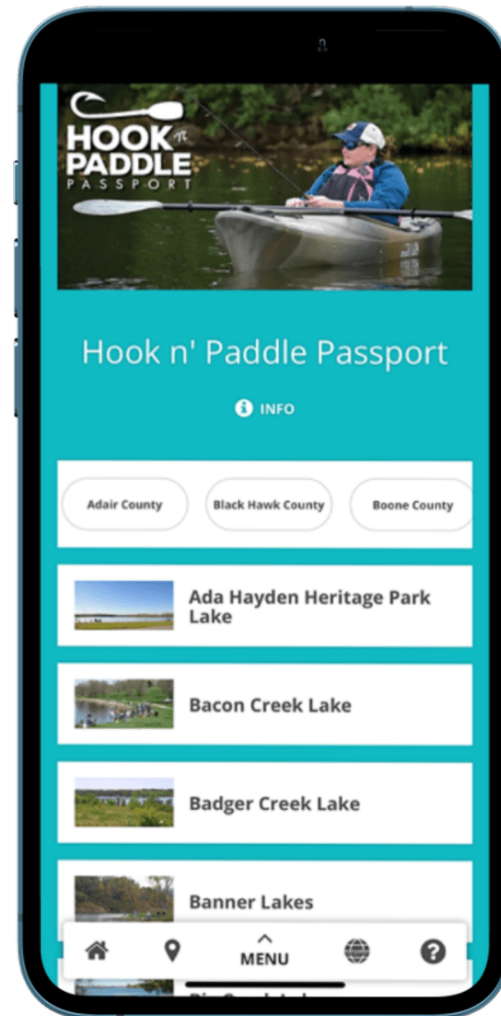


Consumer Comments

- "I need to head to Iowa!!"
- "We just visited Iowa over the weekend too! I can't wait to come back and explore more of the state 📍 Definitely saving this post for when I go to Des Moines this summer!"
- "It's time for us to go on a road trip! #inspired"
- "We need to take a family trip to Iowa!"
- "This looks like so much fun! I haven't been to Iowa but I have it on my list of places to go!"
- "Okay have to go!! I've never been and I'm from La Crosse 😁"
- "PIZZA FARMS ARE THE BEST!! Adding this one to the list. 📍"
- "Woo! Iowa is so fun to explore. ❤️"
- "Oh my goodness I should check this out! Looks so pretty 📍"

Iowa Tourism Office Digital “Gamified” Passports

- ✓ Iowa State Parks
- ✓ Iowa Beer
- ✓ Iowa Wine
- ✓ Iowa Distillery
- ✓ Iowa Scenic Byways
- Thousands of visitors and Iowans use these passports available through the Iowa Tourism Office.
- The State Park’s passport is the most popular with over 22,000 participants
- Links to Partner Passports – Hook N’ Paddle



THIS IS IOWA

A Secret Worth Sharing

:30 Spot Results



Iowa's first **National and Regional Cable** ad showcased stunning travel imagery and key lifestyle messaging via dozens of cable and regional network television channels.

- **87%** online video completion rate
- **335,711 minutes** spent viewing on Facebook & Instagram
- **26,305 visits** to ThisIowa.com
 - 171% increase (YoY)
 - 636 Make Your Move clicks
 - 592 Travel Guide orders
 - 253 Iowa Story views

7,124 national and regional cable placements

155+ MILLION impressions in just 7 weeks



Soul of Iowa

The Challenge

Get potential visitors to see Iowa as more than a flyover state.



Our Insight

Everyone loves the thrill of finding new adventures in places they least expect it.



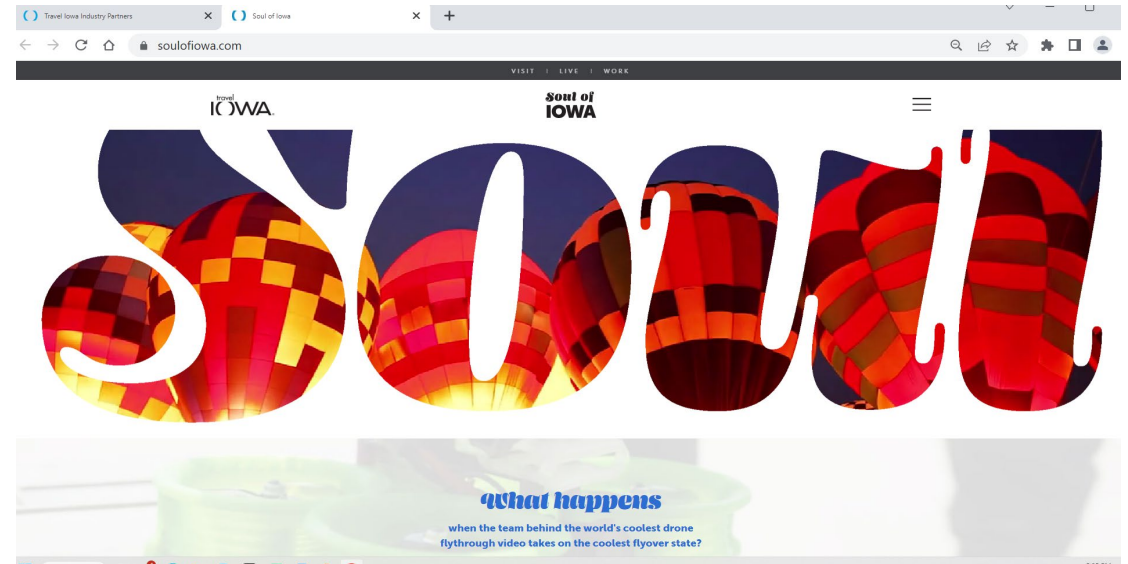
The Solution

Take to the skies! Work with renowned drone pilots, prove you miss the good stuff when you only fly over and change consumer perspective of Iowa.



Soul of Iowa Campaign

- See Iowa from a whole new perspective
- All the things you can't see when you fly over
- Dynamic acrobatic drone videos with stories
- A Secret Worth Sharing!



“What happens when the team behind the world's coolest drone flythrough video takes on the coolest flyover state?”

SoulofIowa.com



Results

Border State Travelers

All U.S. Travelers

Increased awareness of Iowa as a destination

71%

85%

More likely to consider traveling to Iowa

69%

80%

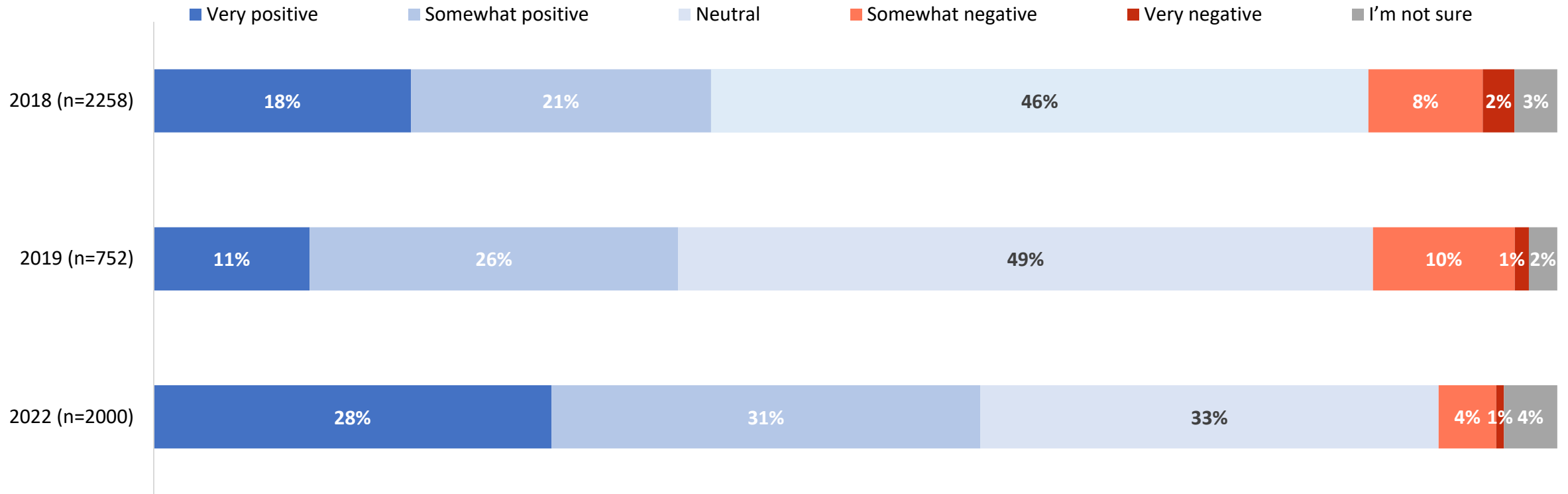
Progress & Accountability- Research & Analytics

IndustryPartners.Travellowa.com

- National/Regional Surveys of Travelers
- Economic Impact Report – Annual: Statewide & County Reports
- STR Report
- Arrivalist - Statewide, County and Searchable City Visitor Data based on cell-phone locations
- Federal E.D. & Tourism Studies
- Other Research

Positive perceptions of Iowa have increased by 20% “Neutral” and “Negative” perceptions declined by half.

Perceptions of Iowa



2018: Moving to Iowa Survey December 2018

2019: Creative Strategy research Jan/Feb 2019

2022: Q17/Q3 Overall, is your perception of Iowa positive, neutral, or negative?

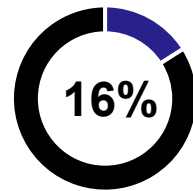
2023 Advertising

Persona 1: Adventure-Seeking Travelers

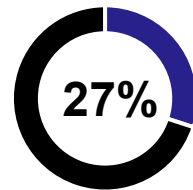
Adventure-seeking travelers are those who are:

1. Open to new travel destinations
2. Heavy Planners
3. High Excitement Seekers

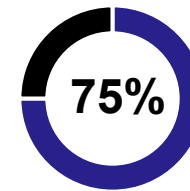
More likely to be open to considering Iowa for a trip or for vacation. Highly active on social media, follow travel- and food-related hashtags and influencers, and do heavy research through websites. Conscious about affordability, but not at the expense of exciting adventures. Want to explore new places and special events that may draw them to a new destination.



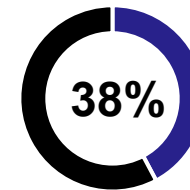
see Iowa as a place with activities they are interested in



believe Iowa has good food/restaurants to try



consider themselves foodies



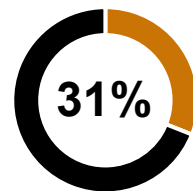
engage with food/drink/restaurant-related content (#2 behind travel)

2023 Advertising Persona 2: Low-Key Travelers

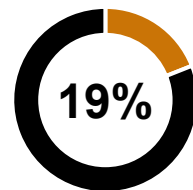
Low-Key Travelers are those who are

1. Relatively closed to new locations
2. Low Planners
3. Low Excitement Seekers

Most likely to get travel ideas from friends and family, although they may do limited research. Affordability and convenience are critical, as are laid-back and family-friendly vacations. Discounts and deals are likely to draw the attention of these chill travelers. Cost, driving distance, and the time involvement of planning trips are barriers for these travelers.



31% of Low-Key Travelers view lowa as **affordable**



19% of Low-Key Travelers view lowa as **convenient**

Top factor that would make them want to travel to a particular destination:

Deals or discounts 42%

Your Turn!
How do market
insights and
tactics align with
my goals?





"Using the word *resurgence* to describe the recent growth of cycling, is a mammoth understatement."



www.tourwriter.com/future-bike-tourism-2021/

Which one of these facts “Makes Iowa More Desirable?”

***There are 72 State Parks and
Thousands of County Parks*** • 66%

Iowa is ranked #1 in the Country for High
School Graduation Rate • 62%

Iowa has the #1 rated workforce by Chief
Executive Magazine • 61%

Iowa is #5 best state for raising kids • 60%

***Iowa has more than 2,200 miles of
trails*** • 60%

Iowa has 18,000 miles of waterways
for canoeing and kayaking • 58%



Cycle Tourism Market Projections

- Global cycle tourism market size was valued at \$116.73 Billion in 2022.
- Expected to expand at a compound annual growth rate of 9.1% from 2023 to 2030.
 - A significant rise in the number of cycling participants traveling a long distance.
 - Increasing penetration of adventure camping and adventure sports among millennials.
- US Cycling market is expected to expand by 8.3%
- Over 75% of the market is under age 50, with a large percentage falling in the Iowa Tourism Office's target 20s and 30s age range.



**How do I collaborate
with the Iowa Tourism Office
to market trails,
increase support for trails,
expand cycling tourism
and build new
sustaining partnerships**

1

Be Informed

- Know Your Stuff
- Research
- Consider and Compare
- Ask Questions
- Be on the TEAM: Attend or Host Meetings, & Conferences

2

Be Involved, Engage, Partner

- Local: Economic Development., CVBs & Tourism
- Chamber, Main Street, & Downtown Betterment
- CCBs, Park & Rec
- Trails Groups, Scenic Byways
- Iowa Tourism Office

3

Make it Easy: Provide

- Information/Narratives
- Photography & Video
- Media & Tools
- Match for Grants that include trails marketing
- Volunteer Power

4

Take Action

- Brand Your Trail
- Partner to Market
- Create Localhood Stories
- Post Events
- Partner on Project Grants, Coop Marketing, etc.
- Stay Connected!

Be Informed-Understand Your Trail

1

- **Local Trails – Quality of Life**

- Shorter Trails
- Important Recreational Venue for locals
- Community Vitality & Appeal
- Multi-Model Transportation System: Home to Work or School
- May connect to or be in a local park
- Workforce Enhancement
- Bicycling is one of the fastest growing types of outdoor recreation and tourism nationwide.
- **Bicycle Tourism:** [Path Less Pedaled](#)
 - *“Any travel-related activity for the purpose of pleasure which incorporates a bicycle.”*

Be Informed - Understand Your Trail



- **Tourist Trails**

- Longer Trail or Very Unique Trail
- Draw users from greater than 100 miles away
- May be branded or themed, special characteristic or feature – Butterfly Trail, Trout Run Trail, High Trestle Trail
- Trailhead/s with parking, wayfinding and informational signage and restrooms and may have showers, drinking water access, and other amenities.
- May be adjacent to camping, fishing, lakes, stream or river, or connect multiple parks with each other and/or a downtown or other attraction.

The average tourist is active 14 hours a day. They typically, spend 4 to 6 hours in the primary activity that drew them.*

Community Branding Expert Roger Brooks

— *Be Informed – Take a Closer Look*

1

- Who really markets your community?
- Does *their* brand include trails?
- Is your *trail* branded? What is your brand?
- Do they have biking photos and videos?
- Do they know about the connections between outdoor recreation/biking and tourism, economic development and workforce recruitment?
- Are your trails visible to an outsider?
- Are trails and trail events marketed beyond your local residents?
- Who are your visitors and where are they from?
- Who are you targeting? Who do you want to move to your community?

*Be Informed –
Think like a Visitor*

1

Travellowa.com

"Build a Road Trip"

- Take a virtual trip to your community or county.
- Filter 'Results by Distance' and 'Category'.
- What's there and what missing?
- Do your trails, trail heads and bike shops show up?
- Do community, park and natural area descriptions include trails?
- Would you appeal to your target audience?

Be Involved- Engage- Partner



2

Find your local partners, connect and work with them to brand your trails and community.

- City and County
- Economic Development & Tourism
- Chamber, Main Street, Downtown Betterment
- County Conservation Boards
- Park and Recreation
- Scenic Byway Boards
- Soul of Iowa Partners
- Nonprofits

Make connections with and understand the State of Iowa Tourism Office

Make it Easy – *Provide Information*



- ✓ Is Your Trail on Travellowa.com?
- ✓ Is bicycling part of your community story?
- **Work together to maximize Travellowa.com**
- Find out what "Listings" you have and how you can help your partners improve them from the bicyclist's point of view.
- Go to Traveliowa.com (bottom of page)
- "Create Account"
- Work with partners to "Submit or improve Listings" for Trailheads - with photos, video and vertical social media/Localhood
- **"Submit Bicycling Events" with photos!**
- Provide or add photos and videos with people biking whenever possible

TROUT RUN TRAIL - DECORAH TRAILHEAD

✓ This business has verified its information within the last 12 months.

The paved 12-mile Trout Run Trail loops through and around the City of Decorah. It connects city, county and state parks that are packed with diverse options for outdoor recreation including campgrounds, playgrounds, picnic shelters, wildlife areas, native plantings and even a State Fish Hatchery. This one of a kind trail overlooks the Upper Iowa River, meanders over and along several different trout streams, features art sculptures, spectacular overlooks, historic bridges, an LED-lit pedestrian bridge and a spur to Freeport where users can access a new playground and dog park. There are several trailheads along the route, including at the State Fish Hatchery, near the intersection of Highway 9 and Highway 52, on either end of "Doug Road", at Walmart and at the park in Freeport. Trail users can also park in downtown Decorah and easily access the trail.

Decorah
[Decorah, Iowa | Map It](#)
[Driftless Area](#)
[Visit Our Website](#)
[Email Us](#)
563.382.2023

Trout Run Trail - Decorah Trailhead Gallery



LOCATED IN
DRIFTLESS AREA

[EXPLORE](#)



ALSO IN THE AREA:

Filter by Type

IOWA EVENTS CALENDAR

Search for events using the fields below or [browse all upcoming events](#).

By Keyword:

Start date:

End date:

Filter by category:

- Attractions - Agricultural / Agri-tourism
- Attractions - Antiques
- Attractions - Arts & Entertainment
- Attractions - Concerts
- Attractions - Exhibits

Filter by area:

- Lakes & Land (NW)
- Driftless Area (NE)
- Loess Hills & Beyond (SW)
- Capital Country (Central)
- Storied & Scenic (SE)

Filter by city:

- Afton
- Akron
- Algona
- Amana
- Ames

SEARCH

RESET

ALL EVENTS

May 12 - 13

Trail Run Yellow River State Forest

Venue:
Yellow River State Forest

Jul 15 - Oct 31

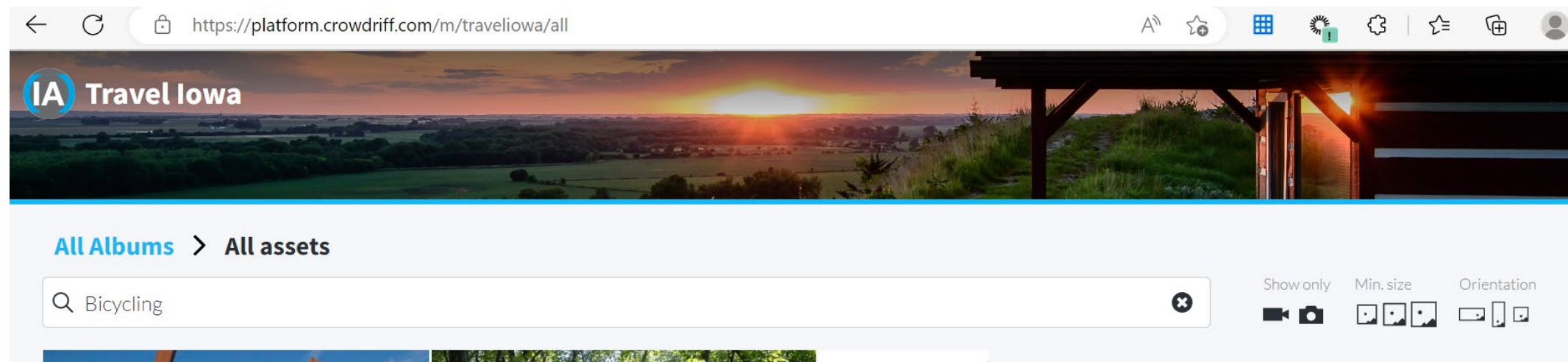
Bale Trail

Venue:
Historic Hills Scenic Byway

Make it Easy – Provide – Photos and Videos

Iowa Tourism Office Photography Data Base - Crowdriff

3



Industry Partners.Traveliowa.com

- Marketing
 - Free Marketing
 - Upload Your Images

Social Handles

Facebook: @IowaTourism

Instagram: @Travellowa

Twitter: @Travel_Iowa

(7) Hero

- Council Bluffs Convention & Visitors Bureau
- Discover Ames
- Boone County CVB
- Think Iowa City
- Cedar Rapids Tourism/ Linn County Conservation/ Indian Creek Nature Center
- Madison County Chamber of Commerce.
- Sioux City

(8) Core Plus

- Charles City Chamber/Tourism
- Pathfinders RC&D Historic Hills Scenic Byway and Davis Co. Development Corporation
- "Upper Mississippi" – Lansing, Allamakee County, Marquette/McGregor and Guttenberg Chamber of Commerce
- Jackson County Area Tourism Association
- Red Rock Area-Marion County Development Commission
- Dyersville Area Chamber of Commerce
- Visit Fairfield
- Visit Mason City

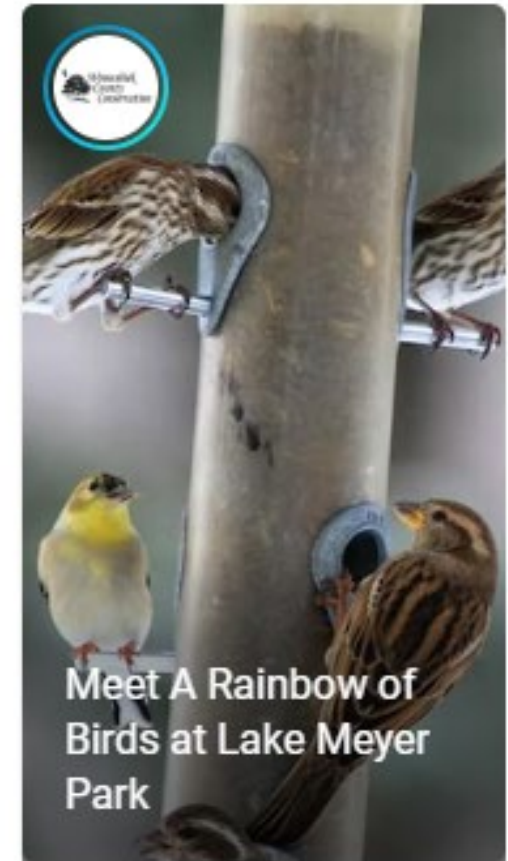
(10) Core

- O'Brien Co. Econ Dev. & Tourism/ Le Mars CVB
- LeClaire, Iowa Tourism/ Quad Cities/Greater Muscatine Chamber of Commerce and Industry
- Keokuk Area Convention & Tourism Bureau
- Evolution of the Heartland with Audubon and Manning
- Meet Ottumwa/Mahaska Chamber
- Cedar Falls Tourism & Visitors Bureau
- Fayette Co. E.D. & Tourism
- City of Storm Lake
- Visit Fort Dodge
- Marshalltown Area Chamber of Commerce

3

4

Take Action - Learn How to Maximize Localhood – *Free* Marketing Tool



Take Action

Iowa Tourism Grants

4

- \$400,000 in grant funds for marketing
- \$2,500 to \$10,000
- Cash match is 25% of request.
- Watch for FY24 Iowa Tourism Grant application announced in August 2023.
- Align with Iowa Tourism Office Marketing Plan – out of state, 20s & 30s audience, etc.
- Use the Rubric provided on the Industry Partners site.
- Partner with others!
- Get bids ahead of time.
- Remember the attachments!

Example - Northeast Iowa RC&D



- \$5,200 Grant +\$1,750 Match
- Regional Trail Guides
- Developed & Printed 10,000

Example

Cedar Falls Tourism & Visitors Bureau

- \$10,000 Iowa Tourism Grant + \$6,600 Match
- Marketed Trail and Outdoor Recreation
- Ad ran from 3/15- 5/31
- **Digital Marketing campaign in Minnesota and Wisconsin**
- Idea: Iowa's weather and trails offer better conditions than Minnesota and Wisconsin in early spring.
- The campaign had over 951,000 impressions and 6,800 click throughs to their website.
- **Arrivalist Data** for Cedar Falls April – June 2022 saw a **12% increase in visitors from Minnesota and Wisconsin from 2021.**



Example of your native ad at 300x250

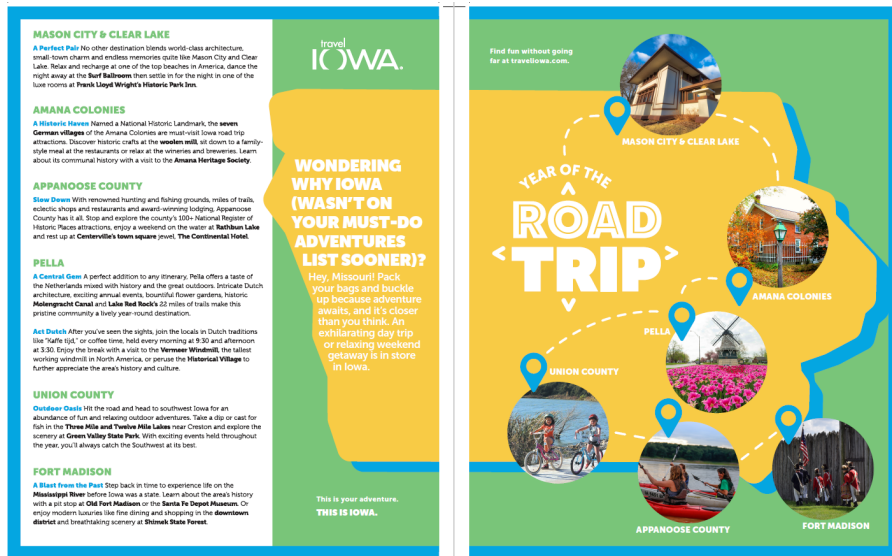


Cedar Falls is a biker paradise:
grand scenery, paved trails and...

Take Action

Marketing Co-op

4



- Print (In-state/near state magazines and newspapers)
- Digital ads
- Out-of-Home
- Influencer marketing
- Advertising on traveliowa.com
- Email advertising
- Paid social posts to Travel Iowa's Facebook



FY24 marketing co-op will be announced soon so have a plan!

Take Action: Maximize the Marketing Co-op



travel
IOWA.

Not what you were expecting? Enjoy a deep dive in one of Iowa's popular lakes or an elevated view through one of our magnificent state parks. Take a closer look and you'll discover it's all right here in Iowa. Plan your trip at traveliowa.com

Cedar Valley Nature Trail

IOWA'S SECRETS (REVEALED)

Here in Iowa, we're ready to start sharing our secrets. Not only do our borders contain some of the best family entertainment around, Iowa also boasts exciting outdoor adventures, inspiring histories and thrilling amusements. So, pack up the car and start your Iowa adventure with these three weekend itineraries.

INSTAGRAM-WORTHY

Find the best photo opps in Ames and Pella.

On your drive down, stop for a peaceful stroll through **Rainman Gardens'** 17 acres of outdoor space and the tropical Conservatory. Make sure to visit the Butterfly Wing that features hundreds of exotic tropical butterflies in flight. And don't miss out on a photo with **Silwood**, the world's largest concrete garden gnomes.

Continue your journey south to Pella and indulge in a true European experience with a stay at the **Royal Amsterdam**, located near the community's historic downtown. Bring your kayak or canoe to experience **Lake Red Rock** from the water or enjoy a stroll or bike ride on the paved trail around the lake.

CEDAR VALLEY ADVENTURE

For the best of outdoor fun, head to Iowa's Cedar Valley.

Spend a day exploring the **Cedar Valley Nature Trail**, which spans four courses over its 57 miles. The 102-mile Prairie Lakes Loop in Cedar Falls offers views of lakes, native prairies and wildlife. Grab dinner or go shopping on Cedar Falls' award-winning **Main Street** before checking into the historic **Black Hawk Hotel** for the night.

The next day, head down to Cedar Rapids and spend the afternoon hiking five miles of scenic trails at the **Indian Creek Nature Center**. Then stop inside to view exhibits focused on environmental education and how to responsibly interact with nature. Once you've worked up an appetite, visit the **Newbo City Market**, which houses up-and-coming restaurants and shops.

NOSTALGIC VIBES

Experience the best of Iowa's lake life and historic charm in northern Iowa.

Start your adventure at Clear Lake's **Surf Ballroom and Museum**, known for being the final concert site of Buddy Holly, Richie Valens and J.P. "The Big Bopper" Richardson.

Visit Birdell's Ice Cream in Mason City to satisfy your sweet tooth with more than 20 different flavors made on site. Spend a unique night inside a yurt at **McIntosh Woods State Park**. For more neo-alien, head to Osceola. Visit historic **Amoske Park Amusement Park** to enjoy the wooden Legend roller coaster and iconic Nuts Bar. For a unique experience, hop aboard **The Fish House**, recognized as the "World's Largest Ice Fishing House" in the winter and a family-friendly water-bound restaurant in the summer. Then, settle into the luxurious Art Deco-inspired **The Inn Hotel**. Explore even more of what Iowa has to offer and build the perfect itinerary by visiting traveliowa.com. travel **IOWA.** Learn more about these exciting destinations.

Take Action!

Stay Connected

4

- Maximize Travellowa.com
- Plug into IndustryPartners.Traveliowa.com
- Sign up for the Newsletter
- Participate in bi-monthly Webinars
- Attend an Insider's Meeting
- Be an "Extra" in photos and videos
- Continue to provide new photos and video



*“We support **local** communities and destinations to strengthen the state’s economy.”*

travel
Questions?

travel
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